



Faculty of Cognitive Sciences and Human Development

**PERSONALITY TRAITS, SOCIAL MEDIA USAGE AND
SOCIAL MEDIA ADDICTION AMONG YOUNG ADULT**

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Final Year Project Report

Masters

PhD

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Personality Traits, Social Media Usage and
Social Media Addiction Among Young Adult

Nur Batrisyia Binti Zamri

This project is submitted
in partial fulfilment of the requirements for a
Bachelor of Psychology with Honours

Faculty of Cognitive Sciences and Human Development
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2021

The project entitled 'Personality traits, Social Media Usage and Social Media Addiction Among Young Adult' was prepared by Nur Batrisyia Binti Zamri and submitted to the Faculty of Cognitive Sciences and Human Development in partial fulfillment of the requirements for a Bachelor of Science with Honours (Psychology)

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ABSTRACT

This study investigates the relationship between personality traits, social media usage and social media addiction among young adult using correlational research design. 168 young adults aged from 18 to 40 years old from Kuala Lumpur participated in this study. Three self administered instruments were used in order to collect data. Collected data were analysed using the Statistical Package for Social Sciences (SPSS) version 22. Pearson correlation analysis was used to test hypothesis that have been developed. It found that extraversion, agreeableness and neuroticism are correlated with social media usage except openness to new experience and conscientiousness that has no correlation. The finding also showed that the correlation between extraversion, openness to new experience and agreeableness with social media addiction is not significant. There is a significant correlation between conscientiousness and neuroticism with social media addiction. Finding show that there is a significant correlation between social media addiction. This finding showed that there are several big 5 personality may influence how people use social media that could lead to social media addiction.

Keywords: Personality traits, social media usage and social media addiction, young adult

Sifat personaliti, penggunaan media sosial dan ketagihan sosial media dalam kalangan awal dewasa.

ABSTRAK

Kajian ini mengkaji hubungan antara sifat personaliti, penggunaan media sosial dan ketagihan media sosial dalam kalangan awal dewasa. Kajian ini menggunakan reka bentuk penyelidikan kolerasi. 168 responden terlibat adalah dalam kalangan golongan awal dewasa yang berumur dari 18 hingga 40 tahun dan tinggal di Kuala Lumpur . Tiga instrumen diisi sendiri digunakan bagi mengumpulkan data. Data yang dikumpulkan dianalisis menggunakan Statistical Package for Social Sciences (SPSS) versi 22. Analisis korelasi Pearson digunakan untuk menguji hipotesis yang telah dibangunkan. Keputusan kajian telah mendapati bahawa Keterlaluan (extraversion), kesepakatan (agreeableness) dan neurotisme (neuroticism) mempunyai hubungan yang signifikan dengan penggunaan media sosial kecuali Keterbukaan terhadap pengalaman baru (openness to new experience) dan kesedaran (conscientiousness). Keputusan kajian juga menunjukkan tiada hubungan signifikan diantara keterlaluan (extraversion), keterbukaan terhadap pengalaman baru (openness to new experience) dan kesepakatan (agreeableness) dengan ketagihan media sosial. Terdapat hubungan yang signifikan diantara kesedaran (conscientiousness), dan neurotisme (neuroticism) dengan ketagihan media sosial. Dapatan kajian menunjukkan bahawa terdapat hubungan yang signifikan diantara penggunaan media sosial dengan ketagihan media sosial. Penemuan ini menunjukkan bahawa terdapat beberapa personaliti yang dapat mempengaruhi bagaimana seseorang menggunakan media sosial yang boleh menyebabkan ketagihan media sosial.

Kata kunci : *Sifat personaliti, penggunaan media sosial, ketagihan media sosial, awal dewasa*

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Personality traits are a characteristic of a person, in Latin personality is called persona where mask worn by a person depending on the situation. Doğan (2013) (as cited in Kicaburun, 2016) construed personality as the elements that distinguish individuals from others were both brought from birth and also built-up by experience. Costa & McCrae (1992) (as cited in Mcgahey, 2019) The personality outcomes of this complex model are labelled as follows: openness to new experience, conscientiousness, extraversion, agreeableness and neuroticism. Wehrli (2008) (as cited in Mcgahey, 2019) This model has become the universal, standard measurement for personality traits and characteristics in recent times since gaining vast empirical support.

Social media become a part of their life nowadays, especially teenagers and adult. Social media usage are depending on how a person uses it for example, uploading a photo, communicate or find a friend and express their feelings. Hwang (2017) “A recently published articles on SNS and addiction suggest that SNS are used mostly for maintenance of social connection”. According to Kemp (2020) “Worldwide, there are 3.80 billion social media users in January 2020” and in Malaysia, according to Kemp is “26 Million social media users in January 2020”. The statement shows that there are many social media users in worldwide and it may increase due to Covid-19 pandemic where people need to stay at home to prevent the infection. They usually fulfil their most of free time by using social media for some motive such as to get an information about a current Covid-19 situation or to communicate with family and friends.

Moreover, using social media can lead to addiction when a person feels their life lack of something when they are not using social media. According to Armstrong & Pickard (2013)

(as cited Kicaburun, 2016), addiction is strong and habitual desire which brings harm to individuals; arise from powerlessness in controlling the situation of the behavior. Kuss & Griffiths study 2011 (as cited in Hwang, 2017) Such desire for staying connected is assumed to function as potential predictor, which might explain why some individuals use SNS excessively. Cole (2020) 210 million people worldwide are affected by the internet and social media addiction. Due to COVID-19 pandemic a lot of people consumed social media excessively by spending a lot of time and the numbers of log in into social media as Cole (2020) suggested “Teens addicted to social media can spend up to 9 hours a day on it”.

1.2 Problem statement

In this study of the relationship between personality traits, social media usage and social media addiction, the studies are about the personality traits that influence social media usage and from this it would lead to social media addiction. This study is to examine on what dimension of personality traits such as openness to experience, conscientiousness, extraversion, agreeableness and neuroticism that influenced a person when using social media in terms of time spend, friends, motive or purpose and behaviour. In past research, Amichai-Hamburger & Vinitzky (2010) discovered a strong link between personality and Facebook uses. Extraversion people had more friends and groups, neuroticism person showed more personal information and use private messages, agreeableness person liked to post more pictures, openness person used more features and conscientiousness person had more friends but less pictures loaded in the Facebook. This study is conducted to enhance the knowledge and understanding on personality traits and how it influenced the behaviour when consuming social media.

Moreover, these 5 dimensions of personality traits also influence a person addictedness to social media. In past research has stated Tang (2016) some personality traits were related to Facebook addiction, particularly neuroticism and conscientiousness. This study was

conducted in order to know on which personality trait dimension that have a relationship with social media addiction. The need of this study to be conducted is to understand more and aware on which personality traits that really relates with social media addiction because certain personality traits in big five traits give an impact on social media addiction.

1.3 Research question

1. Is there a relationship between personality traits and social media usage?
 - 1a. Is there a relationship between extraversion and social media usage?
 - 1b. Is there a relationship between openness to new experience and social media usage?
 - 1c. Is there a relationship between and conscientiousness social media usage?
 - 1d. Is there a relationship between agreeableness and social media usage?
 - 1e. Is there a relationship between neuroticism and social media usage?
2. Is there a relationship between personality traits and social media addiction?
 - 2a. Is there a relationship between extraversion and social media addiction?
 - 2b. Is there a relationship between openness to new experience and social media addiction?
 - 2c. Is there a relationship between and social conscientiousness media addiction?
 - 2d. Is there a relationship between agreeableness and social media addiction?
 - 2e. Is there a relationship between neuroticism and social media addiction?
3. Is there a relationship between social media usage and social media addiction?

1.4 Objective of the study

1. To determine the relationship between extraversion, conscientiousness, agreeableness, openness to experience, neuroticism and social media usage
2. To find the relationship between extraversion, conscientiousness, agreeableness, openness to experience, neuroticism and social media addiction
3. To identify the relationship between social media usage and social media addiction

1.5 Hypothesis

1. Ha: There is a significant relationship between personality traits and social media usage

Ha1: There is a significant relationship between extraversion and social media usage.

Ha2: There is a significant relationship between agreeableness and social media usage.

Ha3: There is a significance relationship between conscientiousness and social media usage.

Ha4: There is a significant relationship between openness to experience and social media usage.

Ha5: There is a significant relationship between neuroticism and social media usage

2. Ha: There is a significant relationship between personality traits and social media addiction

Ha1: There is a significant relationship between extraversion and social media addiction.

Ha2: There is a significant relationship between conscientiousness and social media addiction.

Ha3: There is a significant relationship between openness to new experience

and social media addiction.

Ha4: There is a significant relationship between agreeableness and social media addiction.

Ha5: There is a significant relationship between neuroticism and social media addiction.

3. Ha: There is a significant relationship between social media usage and social media addiction.

1.6 Conceptual framework

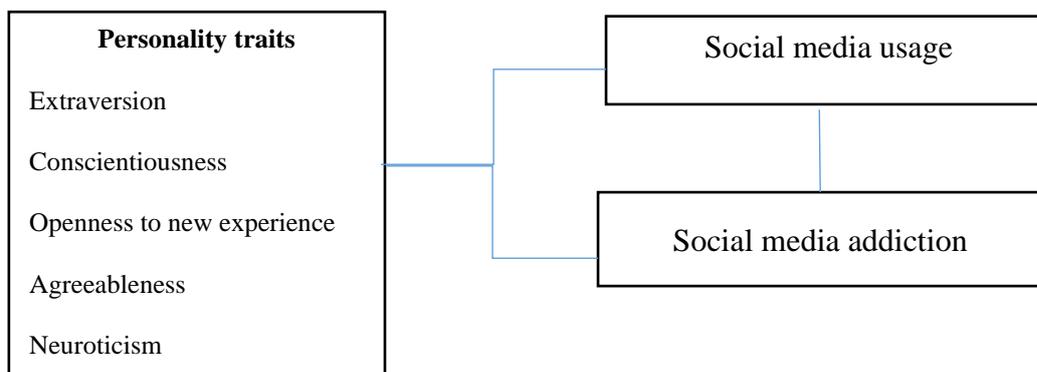


Figure 1.0 Conceptual framework

Conceptual framework in this study stated in (figure 1.0) are explained about the relationship between two variable that is independent variable and dependent variable. The independent variable in this study is personality traits that consist of 5 characteristics such as extraversion, conscientiousness, openness to new experience, agreeableness and neuroticism. The dependent variable of this study is social media usage and social media addiction.

1.7 Definition of term

1.7.1 Personality traits - The big 5 personality traits

Conceptual definition

Cherry (2020) The word personality itself stems from the Latin word persona, which refers to a theatrical mask worn by performers in order to either project different roles or disguise their identities. Ehrenberg et al., 2008; John & Srivastava, (1999) as cited on Correa et al, 2010) The Big-Five framework is a model of personality that contains five factors representing personality traits at a broader level: extraversion, neuroticism, openness to experience, agreeableness, and conscientiousness. Gosling, Rentfrow, & Swann (2003) (as cited in Correa et al, 2010) This model suggests that the majority of individual differences in personality can be classified into these five broad domains.

Openness according to Laery (2018) “openness, as it applies to this trait should be interpreted as something like receptivity, as in the sense of being open to trying a new experience or being receptive to a new idea”. Conscientiousness according to Cherry (2020) “Standard features of this dimension include high levels of thoughtfulness, good impulse control, and goal-directed behaviors”. Extraversion according to Cherry (2019) “Extraversion can be characterized by the aspect such as excitability, sociability, talkativeness, assertiveness, and have a lot emotional expressiveness”. Agreeableness according to Erdheim, Wang & Zickar, (2006); Barrick & Mount (2001) “There are some typical personality traits such as compassion, self-sacrifice, emotional support and compassion; indifference, hostility, self-centeredness, and jealousy are present at the other end” and Neuroticism according to Cherry (2020) “Neuroticism is a trait characterized by sadness, moodiness, and emotional instability”.

Operational definition

In this study, the Big Five questionnaire developed by Soto & John (2017) is used to measure the 5 dimensions of personality. Lim (2020) “It focuses on conceptualizing traits as a spectrum rather than black-and-white categories. It recognizes that most individuals are not on the polar ends of the spectrum, but rather somewhere in between”. It used to determined the personality, such as Openness to experience, conscientiousness, agreeableness, extraversion and neuroticism.

1.7.2 Social media usage

Conceptual definition

As defined by Verduyn et al. (2017) (as cited in Trifiro & Gerson, 2019), active social media usage refers to online behaviors that facilitate “direct exchanges” among users. Such behaviors include liking, commenting, sending messages, and otherwise engaging with other users.

Operational definition

In this study, social media usage questionnaire developed by Shi et al (2014) is used to measure on the usage of social media in term of habit in using social media. The habit of using social media is measured on basic usage, interact usage, display usage, positive affect and negative affect .

1.7.3 Social media addiction

Conceptual definition

Armstrong & Pickard (2013) (as cited in Kicaburun, 2016), addiction is strong and habitual desire which brings harm to individuals; arise from powerlessness in controlling the situation of the behavior. Andreassen & Pallesen (2014) (as cited in Hou et al, 2019) Social media addiction are often overly concerned about social media and are driven by an uncontrollable urge to log on to and use social media

Operational definition

In this study on social media addiction, Bergen Facebook addiction scale developed by Adreassen.et.al (2012) was used to measures addicting behavior in using social media in terms of salience, tolerance, mood modification, relapse, withdrawal and conflict.

1.8 Scope of study

This study focus on young adult live in Kuala Lumpur, Malaysia. The young adult age is ranged from 18 to 40 years old. This study was measured personality traits by using the big five personality traits model. The big five personality traits measured in this study are consists of five dimensions of personality that is openness to new experience, conscientiousness, extraversion, agreeableness and neuroticism. Social media usage is measured in terms of habit such as basic usage, interact usage, display usage, positive affect and negative affect. The social media addiction was measured in this study by measuring habit on social media addiction in terms of salience, tolerance, mood modification, relapse, withdrawal and conflict.

1.9 Significance of the study

The result of this study this study will provide further understanding of the 5 dimensions of personality trait, the characteristic and on how it influenced their lives and behavior. It also helps people, especially young adult to recognize their personality traits either openness to experience, conscientiousness, extraversion, agreeableness and neuroticism based on their characteristics. This study would help young adult in identified on how they use social media in and it will prevent them from using social media excessively that may lead to social media addiction. Moreover, the finding of this study will help to gain understanding, knowledge and awareness towards the big 5 personality trait relatedness towards social media usage and social media addiction in consuming social media. It also proves that the big 5 personality traits play important role in influenced the behavior on social media. The finding of this study can give an insight to future research to explore more on personality traits, social media usage and social media addiction

1.10 Limitation of the study

The limitation of this study is there is no other past study do a research on personality traits, social media usage and social media addiction, but there are many research in social media usage and personality traits, mental health, loneliness and also fear of missing out. There has a separate combination research in personality traits and social media usage and personality traits and social media addiction, from these it required me to look at both sides of the topics in doing a study. The inventory or survey for this study are easy to get but the questionnaire may be too long, especially the big five personality traits and some of inventory such as social media usage and social media addiction are limited in internet. The number of respondents could not reach the targeted number of respondents and only several of young adult age of 18- 40 are participating in

this study because the survey was not fully distributed to other young adult and they may ignore the survey. The answer and the finding of the study may rely on respondent sincerity when answering the survey. The past study literature is not sufficient to prove the study due to limited study on the relationship between social media usage and social media addiction.

1.11 Summary of the chapter

This chapter gives an information regarding to study to the reader by describing the background of the study, problem statement, research questions, hypothesis, objectives, scope of the study, conceptual framework, definition of term, the significance of the study and limitation of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter it discussed on theories, models, and past research on the relationship on personality traits, social media usage and social media addiction.

2.2 Theory and models

2.2.1 Model on Big Five personality traits

Howard (2000) The Big 5 personality traits model emerged from a line of research Gordon Allport and Harold Odbert begun in 1936. The Big 5 personality traits consist of 5 dimensions of personality traits such Openness, Consciencefulness, Extraversion, Agreeableness, and Neuroticism. According to Howard (2000) “ Today these five factors are typically referred to by five letters N, E, O, A, C”. The acronym has different names, but it refers to same personality dimensions that is big five personality for example OCEAN and CANOE

Openness according to Laery (2018) “openness, as it applies to this trait should be interpreted as something like receptivity, as in the sense of being open to trying a new experience or being receptive to a new idea”. Gans (2019) has stated that conscientiousness is “Standard features of this dimension include high levels of thoughtfulness, good impulse control, and goal-directed behaviors”. Moreover, according to Cherry (2020) “Extraversion can be characterized by the aspect such as excitability, sociability, talkativeness, assertiveness, and have a lot emotional expressiveness”. Agreeableness according Erdheim, Wang & Zickar, (2006); Barrick & Mount (2001) “There are some typical personality traits such as compassion, self-sacrifice, emotional support and compassion; indifference, hostility, self-centeredness, and jealousy are present at the other end”. Lastly is neuroticism has